





Station KSL-TV SALT LAKE CITY    Agency ( ) NATIONAL MEDIA RESEARCH PLANNING    Rep Firm  
Advertiser ( ) NRCC-NATL REPUB CONG    815 SLATERS LANE    Sales Office ( ) WASHINGTON  
Product NRCC IE 2012    ALEXANDRIA, VA 22314    Salesperson ( ) JAMIE ANDRUS  
Estimate# 2599    Agency C/P1/P2/E 155/426/2599    Salesperson Phone# 202-872-1155  
Buyer TRACEY ROBINSON    Flight Dates 09/14/2012 - 09/20/2012    Salesperson FAX#  
Phone#    Hiatus Weeks  
Fax#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
38	SU	SPORTS BEAT SU	1035P-11P	:30	09/16-09/16	1	\$475.00	1

Rating: 4.4

---REPORT TOTALS---  
Report Totals: 38 / \$28,800.00

---SALES MONTHLY TOTALS---  
Sep 12: 38 / \$28,800.00  
Sales Totals: 38 / \$28,800.00  
Station Totals: 38 / \$28,800.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$144,000

CABL	0%	KJZZ	0%	KSL	20%	KSTU	0%	KTVX	0%
KUCW	0%	KUTV	0%	UNKN	80%				

Books null  
Demos RA35+